

Remarks

Status of the Claims

Claims 1-5, 9-41, and 45-53 were pending in the application. In the Office Action mailed December 20, 2007, claims 1-5, 9-41, and 45-53 were rejected. Claims 17-36 and 53 remain withdrawn from consideration as being directed to a non-elected species. By this paper, claims 1, 37, and 52 have been amended. Claims 17-36 and 53 have been cancelled without prejudice or disclaimer. New claims 56-63 have been added. For the reasons set forth below, Applicant submits that each of the pending claims is patentably distinct from the cited prior art and in condition for allowance. Reconsideration of the claims in view of the amendments and following remarks is therefore respectfully requested.

Claim Rejections

Claims 1-5, 9-16, 37-41, and 45-52 were rejected under 35 U.S.C. 103(a) as being allegedly unpatentable over Bruck et al. ("Bruck") in view of Kanungo. Claims 14-15, 50-51, and 54-55 were rejected under 35 U.S.C. 103(a) as being unpatentable over Bruck. These rejections are respectfully traversed. As set forth below, Applicant respectfully submits that each of the pending claims, as amended, is patentably distinct from the cited prior art.

Clarification

In page 6 of the Office Action, the Examiner refers to the Applicant's alleged admission that:

Bruck does display ... a context menu listing the actions available for the associated PIO, one of the actions being configured to display supplemental content.

Applicant respectfully submits that this was a typographical error and apologizes for the confusion. Applicant intended to state that Bruck does **not** display, in response to one of the icons being selected, a context menu listing the actions available for the associated PIO, one of the actions being configured to display supplemental content.

1. The cited references do not teach or suggest three distinct areas of the user interface for displaying (1) folders for organizing PIOs, (2) PIOs associated with a selected folder, and (3) supplemental information retrieved for a selected PIO.

As amended, claim 1 recites the steps of:

displaying representations of a plurality of **folders** in a **first area** of the GUI, each folder being associated with one or more PIOs;

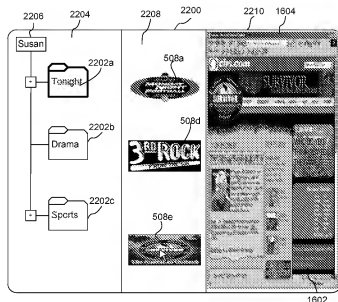
in response to a user selecting a particular folder in the first area, displaying an **icon for each PIO** associated with the selected folder in a **second area** of the GUI;

in response to the user picking an icon of a selected PIO within the **second area**, displaying a **context menu** listing the one or more actions associated with the selected PIO, at least one of the actions for displaying supplemental information related to the associated television program;

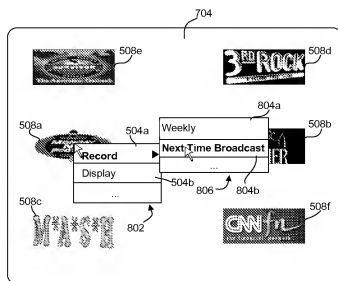
in response to the action for displaying supplemental information being selected from the context menu, using the at least one attribute comprising the link to retrieve the supplemental information referenced by the link; and

displaying the retrieved **supplemental information** in a **third area** of the GUI.

These claimed features are illustrated in FIGs. 8 and 22 of the present application. For example, as shown below in FIG. 22, the GUI is divided into three distinct areas or panes. The first area includes a plurality of folders for organizing PIOs.



The second area of the GUI is used to display the icons of PIOs associated with a selected folder from the first area. The third area of the GUI is used to display supplemental information associated with a selected PIO from the second area. FIG. 8 (shown below) illustrates the process of selecting an icon in the second area and selecting an action (such as displaying supplemental information) from a context menu.



Applicant respectfully submits that the cited references, taken alone or in combination, do not teach or suggest the three-paneled GUI shown in FIG. 22, including folders for organizing PIOs.

2. The cited references do not teach or suggest that folders in the first area are associated with a particular user, or that folders in the first area are organized into a hierarchy having a root node corresponding to a particular user.

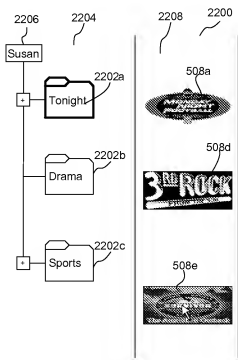
New claims 56, 57, 60, and 61 variously recite that at least one folder in the first is associated with a particular user, or that two or more folders in the first area are organized into a hierarchy having a root node corresponding to a particular user. As illustrated above in FIG. 22 of the present application, the first area may not simply include folders, but may include folders that are organized around a particular user. This is beneficial in a household in which multiple users may want to organize the PIOs in different ways. For example, one user may create different folders or drag different PIOs into existing folders than another user.

Applicant respectfully submits that the cited references do not teach or suggest a first area of the GUI including folders for storing PIOs associated with a particular user, much less two or more folders that are organized into a hierarchy having a root node corresponding to a particular user, as claimed.

3. The cited references do not teach or suggest a folder in the first area that is associated with PIOs representing television programs being broadcast on a particular day.

Claims 59 and 62 recite that a folder in the first area is associated with PIOs representing television programs being broadcast on a particular day. For example, as

shown below in a relevant portion of FIG. 22, a “tonight” folder (2202a) may store PIOs corresponding to television programs that will be broadcast on the evening of the current day.



Applicant respectfully submits that a specifically designated folder for storing PIOs corresponding to programs being broadcast “tonight” (or on any other day) is not taught or suggested in the cited references.

4. The cited references do not teach or suggest that a folder in the first area is associated with PIOs representing television programs of a particular genre.

As illustrated above in FIG. 22 of the present application, folders (2202b, 2202c) may be associated with PIOs sharing certain genre attributes, such as “drama” or “sports.” Applicant respectfully submits that specifically designated folders for storing

PIOs corresponding to television programs of particular genres are not taught or suggested in the cited references.

5. The cited references do not teach or suggest displaying the icons encapsulated within a plurality of PIOs in a single graphical user interface.

In response to Applicant's argument that Bruck does not teach displaying icons corresponding to a plurality of PIOs within a graphical user interface other than a grid-based EPG, the Office Action refers to Bruck at col. 8, line 61 through col. 9, line 5 as follows:

FIG. 13 depicts an options screen that can be actuated using the remote control while viewing a television program. As indicated, the options screen may include an interactive link 150, a chat link 152, and user selectable buttons 160, 162 and 164, which allow a user to access a programming guide for a current day, access the previously-described program information interface and access a television favorites mode where still images from multiple channels are displayed simultaneously on separate small areas of the screen. The options screen also may include a user selectable button 166 which links the user to a chat room related to the current program upon selection. Button 166 is shown in the highlighted condition in FIG. 13.

Bruck does not disclose or suggest that the "still images" in his "favorites mode" are each encapsulated within a separate PIO. The claim does not recite "displaying icons representing the plurality of PIOs in the GUI." Rather, the claim recites "displaying the icons representing the plurality of PIOs in the GUI." The definite article "the" refers back to the previously recited "graphical data for display as an icon to visually represent the PIO." Thus, each icon is encapsulated within a corresponding PIO.

Bruck does not teach or suggest that the still images are encapsulated within respective PIOs. The fact that he can display "still images" in a "favorites mode" does

not mean that those still images are encapsulated within the same data structure as attributes and program code (routines), all pertaining to a single television program. Without such a teaching, one of ordinary skill in the art would assume that the “favorites mode” is, itself, a web page containing icons for a plurality of different television programs, contrary to the “single respective television program” language of claim 1.

6. Bruck does not teach or suggest the recited method for initiating PIO actions.

Claim 1 recites:

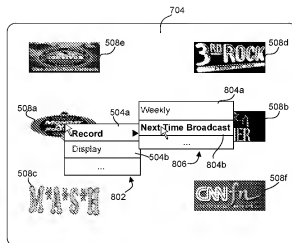
displaying the icons representing the plurality of PIOs in the GUI;

in response to a user picking a icon of a selected PIO within the GUI, displaying a context menu listing the one or more actions associated with the selected PIO, at least one of the actions for displaying supplemental information related to the associated television program;

in response to the action for displaying supplemental information being selected from the context menu, using the at least one attribute comprising the link to retrieve the supplemental information referenced by the link; and

displaying the supplemental information in the GUI.

These claimed features are illustrated in FIG. 8 of the present application (reproduced below), in which a user selects one of iconic representations of PIOs and is presented with a context menu (802) listing the available actions for selected PIO.



Applicant respectfully submits that claimed process for displaying supplemental content related to a television program is not taught or suggested by Bruck. Bruck doesn't display a plurality of icons representing different PIOs. Bruck does not allow a user to select a particular PIO via a displayed icon. Bruck does not display, *in response to one of the icons being selected*, a context menu listing the actions available for the associated PIO, one of the actions being configured to display supplemental content.

Applicant respectfully submits that Bruck's entire discussion of the "favorites mode," which the Examiner is apparently equating with the claimed features depicted in FIG. 8, is underlined in the following passage:

FIG. 13 depicts an options screen that can be actuated using the remote control while viewing a television program. As indicated, the options screen may include an interactive link 150, a chat link 152, and user selectable buttons 160, 162 and 164, which allow a user to access a programming guide for a current day, access the previously-described program information interface and access a television favorites mode where still images from multiple channels are displayed simultaneously on separate small areas of the screen. The options screen also may include a user selectable button 166 which links the user to a chat room related to the current

program upon selection. Button 166 is shown in the highlighted condition in FIG. 13.

Col. 8, line 61 through col. 9, line 5. Applicant respectfully submits that Bruck says nothing about what happens when a user selects one of these “still images” or whether they are even “selectable.” Indeed, according to one interpretation, the favorites mode simply reminds the user (by displaying a list of images) about his favorite channels, but provides no interactive functionality whatever. At the very least, Bruck does not disclose or suggest the detailed limitations of:

(1) in response to a user picking a icon of a selected PIO within the GUI, displaying a context menu listing the one or more actions associated with the selected PIO, at least one of the actions for displaying supplemental information related to the associated television program; and

(2) in response to the action for displaying supplemental information being selected from the context menu, using the at least one attribute comprising the link to retrieve the supplemental information referenced by the link.

Applicant respectfully inquires where the “context menu” of Bruck is shown or described in the context of Bruck’s “favorites mode.” Applicant also respectfully inquires where a listing of a specific action for displaying supplemental information is described as being displayed in response to selecting one of the Bruck’s “still images.”

Conclusion

In view of the foregoing, claim 1 is believed to be patentably distinct. Claims 37 and 52 have been amended to include similar limitations and are likewise believed to be patentably distinct for at least the same reasons. All other claims depend directly or indirectly from one of the foregoing claims and are therefore patentable by virtue of that

dependency. A Notice of Allowance is therefore respectfully requested. The Examiner is encouraged to contact the undersigned at the telephone number provided below for a quick resolution of any remaining issues.

Respectfully submitted,

Digeo, Inc.

By /Kory D. Christensen/
Kory D. Christensen
Registration No. 43,548

STOEL RIVES LLP
One Utah Center Suite 1100
201 S Main Street
Salt Lake City, UT 84111-4904
Telephone: (801) 328-3131
Facsimile: (801) 578-6999